



PEUGEOT **308 CC**





SPIRIT OF LIBERTY

With its new design, the New Peugeot 308 CC takes on the latest styling ideals of the brand. Its new look evolves through elegance and technology, illustrated by the LED day time running lights set into the front of the car around the front fog lights*.

The dynamism and driving pleasure are still present with the integration of Micro-Hybrid technology or 'e-HDi' with a new Stop & Start system integrated into the engine line up.

*Please refer to Pricing and Specification.

AESTHETICISM AT ITS PINNACLE

The fluency of its style, in coupé as in cabriolet, the New 308 CC displays its dynamism and its personality. The design of the styling lines create subtle lighting effects which reach their pinnacle with a curtain of red light from the rear LED lights.

This gives an original signature from Peugeot in the world of Coupés-Cabriolets.





ENJOY THE FINISHING TOUCHES

The inside of the 308CC was designed as a top of the range coupé cabriolet, with special attention details. Depending on the model, a leather steering wheel and a high quality finish to the interior trim. So many elements of style and fine finishing inviting you on board.

A surprisingly spacious interior
As a coupé or as a cabriolet, the 308 CC offers 4 individual sport style seats and interior space that will surprise you. For maximum comfort, the frame of the seats confers an excellent driving position to the driver and comfort to the passengers. In the 4 seats, 4 large satin chrome handles embellish the panels and create a feeling of energy and sturdiness.

The ultimate touch of sophistication: a satin chrome insert is fitted to enhance the leather steering wheel. Great care has been taken to ensure that the dashboard remains functional, with all the controls of the car within easy reach of the driver. Controls such as the AIRWAVE scarf heating system* and the electric folding roof control.

Multimedia
The New 308 CC offers a choice of the latest generation Audio and Navigation equipment: Peugeot Connect Sound Radio and CD player as standard, Peugeot Connect Bluetooth* or Peugeot Connect Media

Navigation (NG4) as an option that provides the latest in 3D mapping, handsfree communications and MP3 music storage functionality via the integrated hard drive. These 3 systems, integrated into 308 CC, enable you to listen to music, utilise the navigation or make calls whilst keeping your hands on the steering wheel.

*Please refer to the latest Pricing and Specification for information.

THE HORIZON NEVER ENDS

To discover new horizons, travel through unusual landscapes and live through new driving experiences. Thanks to the adapted design and the high standard of the equipment of the New 308CC, you can now enjoy your cabriolet throughout the year. Each day, the 308 CC can match perfectly with your mood.





HIGH LEVELS OF COMFORT ANYTIME, COUPÉ OR CABRIOLET

The sun is clouding over... The air is freshening but you can continue to enjoy your freedom! The design of the 308 CC from the incline of the windscreen, the AIRWAVE system, the climate control system, the heated front seats and the “windstop”, all enable you to drive a cabriolet whilst keeping the warm comfort of a coupé.

AIRWAVE* Scarf

In 2009, the Peugeot 308 CC was the only 4 seater CC in the world to have the AIRWAVE scarf system, a genuine warm air scarf inserted in the head rest of the front seats, adjustable for temperature, output and position.

Windstop System*

It is an anti-turbulence system which protects the front seats from air resistance generated by driving. The inclined windscreen also contributes to this protection.

Heated front seats*

The heated seats surround the driver and front passenger with gentle warming for those cold mornings.

Dual Zone

Climate Control*

The dual zone climate control recognizes when the car is in cabriolet mode, takes the outside temperature into account and adapts the output, the temperature and the distribution of the air conditioning.

*Optional or standard according to version. Please refer to Pricing and Specification for information.



2 Part Electric Folding retractable roof

By holding the switch on the middle console, the electric folding roof of the 308 CC is put away automatically and quietly into part of the boot space. You will be notified when the process has completed via audio and a message on the centre screen.*

*Optional or standard according to versions.

A roomy boot: Coupé or Cabriolet

The practicality of the 308 CC is never sacrificed: in coupé version, the boot of the 308 CC extends to 465 litres. In the cabriolet version, the folding roof system still leaves a large part of the boot which still gives 266 litres, enough for packing any luggage.

ENGINE SIZES

PETROL

The new THP (Turbo High Pressure) and VTi (Variable valve lift and Timing Injection) enable a remarkable combination of performance and consumption.

1.6 VTi 120

1.6 THP 156

1.6 THP 200

DIESEL

The HDi injection system is combined with a manual gearbox or an automatic 6 speed gearbox*. Its performance is in sync with the dynamism of the 308 CC.

*Only on 2.0 HDi 163 FAP engine.

1.6 e-HDi 112 FAP

2.0 HDi 163 FAP

1.6 112 FAP (MICRO-HYBRID STOP & START SYSTEM)

Protecting the future of the planet is one of the biggest challenges we face. Peugeot is committed to taking up the challenge. Now available on the 308 range, e-HDi Micro-Hybrid technology or in other words; an engine Stop & Start system bringing with it, a new generation of innovative technology.

The e-HDi technology cuts the engine when approaching standstill (if travelling under 12mph, the gearbox is in neutral and the clutch is not depressed) i.e. approaching traffic lights or at a junction. As soon as the clutch is depressed again, the engine effortlessly and quietly starts up.

The e-HDi gives a better control of fuel consumption and of CO₂ emissions by allowing the engine to be completely off when the vehicle is not moving or slowing down.





PEUGEOT AND THE ENVIRONMENT

To respond to the environmental challenges and to meet the environmental expectations of customers, Peugeot has been investing in new technologies for many years. 2.1 million vehicles have been fitted with diesel HDi engines and FAP (Particulate Filter), enabling a reduction of diesel fuel particulate emissions by 99.99%. To face these environmental challenges, Peugeot offers within its model range:

- e-HDi 'Micro-Hybrid' technology - The first e-HDi engines equipped with a new generation Stop & Start system are already available on specific Peugeot models. This technology enables a reduction of approximately 15% in fuel consumption and CO₂ emissions.
- Full Diesel Electric HYbrid technology - In the second half of 2011, the first diesel electric hybrid in the world, the Peugeot 3008 HYbrid4, will offer its user low fuel consumption and CO₂ emissions by breaking away from the traditional thermal combustion engine - 70.6 mpg with only 99g/km of CO₂.
- 100% electric technology - The Peugeot iOn is available to order. There are also plans in place to expand on this 100% electric technology and to put the required infrastructure in place within the Peugeot Dealer Network.



INNOVATING FOR THE FUTURE

Particulate Filter (FAP)

HDi technology is combined with a depollution system, the FAP filter. Peugeot was the first manufacturer to equip some of its cars as standard with this feature. This self cleaning filter reduces the diesel particulates emitted from diesel engines as a result of the combustion process, bringing them to measurable low level of 0.004 g/km. This technology makes the engines more energy efficient and more environmentally conscious.



PROTECTIVE INTELLIGENCE

With all the safety technology on board the 308 CC, you will feel safe in cabriolet mode as well as in coupé mode. Its structure is designed to resist front and side impacts better and to disperse their energy more efficiently.

Euro NCAP* safety rating:

The Peugeot 308 CC obtained 5 stars in the Euro NCAP* test for adult occupant protection.

Created in 1997, the Euro NCAP is an independant European organization which assesses the safety of vehicles available on the market by testing frontal impacts, side impacts and post crash mechanisms... The association publishes the results obtained and awards a number of 'stars'.

*European New Car Assessment Program.

Head Side Airbags

Each front seat contains a side body airbag and a side head airbag to ensure effective upper body protection, whatever the position of the seat at the moment of impact.

The Peugeot 308 CC has 6 airbags:

- 2 front SMART airbags
- 2 side body SMART airbags
- 2 side head SMART airbags

Automatic rear rollbars

Sensor detect any risk of overturning when in cabriolet mode, taking into account the speed of the vehicle and the potential angle of impact. If it is deemed necessary, sensors will then trigger in a few milliseconds (faster than you can think), the instant deployment of the rollbars which create with the side frame, a safe compartment for the passengers.

Performance and efficiency of the braking system

The 308 CC is equipped with an ABS system in order to help preserve the quality of road holding during emergency stops.

- Emergency Brake Assist (EBA) increases the efficiency of the breaks when in an emergency braking situation.

- Electronic Brake Force Distribution (EBFD) manages the braking on individual wheels for greater efficiency, particularly when braking in corners.

Also standard on the 308 CC, the ESP (Electronic Stability Program) system adds 2 more functions:

- Traction Control (ASR) Acts on the brakes and engine management to limit wheel slip in the event of loss of traction.
- Dynamic Stability Control (DSC) continuously compares the information transmitted by the steering wheel sensor and the yaw sensors to detect any understeer or oversteer. It then returns your 308 CC to its initial trajectory, as far as the laws of physics allow.

Automatic operation of the hazard warning lights

In the event of sharp braking, the hazard warning lights come on automatically to make other road users aware.

Airbags

The 308 CC has a total of 6 SMART airbags that are designed to protect occupants of the vehicle in the case of a collision or impact.

- Driver and Passenger front airbags whose deployment adapts to the intensity of the impact.
- Side body airbags are designed to deploy during a side impact and are to shield the body from abdominal injuries.

- Side head airbags deploy in an effort to protect the front occupants heads from impacting the internal roof bars. Coupled with the side body airbags, they provide a safe zone for the front passenger and driver.



BODY COLOURS

METALLIC PAINT



Aluminium



Thorium Grey



Nera Black



Sky Blue



Egyptian Blue



Mocha



Babylon Red



Hurricane Grey



Pearl White

WHEELS



16" Cirrus Alloy wheel



17" Stratus Alloy Wheel



18" Nimbus Alloy Wheel

ACCESSORIES

For a maximum confort and to benefit from sophisticated technologies you can fit your car with ingenious equipment. To discover the complete range of accessories, refer to the special accessories list for 308 CC.

1 Windstop (Factory fit option)

To benefit fully from cabriolet mode of the 308 CC, the Windstop enables the front seat occupants to travel with reduced air noise and interference when driving.



2 On Board Wi-Fi

The Wi-Fi box enables the connection of a laptop, a PDA or other consoles for Internet Application

*Sold without any contract, it works with a 3G/3G+ SIM card specific for Internet subscription with a Internet provider

3 GPS System

These models area clever alternative to standard models (4'3 screen, European map, Speed camera info, Bluetooth®).

For further information se your selling point.



4 Bicycle carrier harness

To accompany you in your leisure activities, the bicycle carrier on harnessis simple, quick to fit and ideal for regularuse. It is mandatory to equip the haness with a special plate with rear lights.



5 Carpet mats

To protect the carpet in the long term. Available in various fibres and materials.



6 Boot Tray

Waterproof, strudy and easy to maintain, it protects your boot from every day risks.

TRIMS

The different combinations of interior trim and exterior paint colour, enable you to add your own styling touches to the 308 CC.

1 Black / Grey
Cloth

3 Luxury Lama
Grey Leather

5 Integral Vintage
Red Leather

2 Integral Lama
Grey Leather

4 Integral Black
Leather



www.peugeot.co.uk

For further information about 308 CC and to configure a model to your specific requirements, visit Peugeot online at the above address.



PEUGEOT AND YOU

When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and built to give you years of worry-free motoring. Also, as a Peugeot owner, you can rely on the customer care services of your Dealer. This will ensure that you’re talking to a specialist who’ll listen to you, understand your problems and respond efficiently – someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot Diagnostic Equipment and Peugeot Original parts

PEUGEOT WARRANTIES

As well as the 2 year unlimited mileage manufacturer's Warranty, all vehicles first registered in the UK and purchased from a UK Peugeot Dealer come with a free, optional additional year of Warranty through the Peugeot UK Dealer network. The mileage limit on this additional warranty is 60,000 miles (100,000 miles for Boxer vans excluding Motorhomes and other converted vehicles) from first registration. At the end of the 3 year Warranty period (or after 60,000 miles) you have the option to purchase a Peugeot Platinum Extended Warranty. Our cars also come with a 12 Year Anti-Perforation and 3 Year Paint Warranty (6

and 2 years on vans). For full terms and conditions on all of these, please contact your Peugeot Dealer.

PEUGEOT ASSISTANCE

All new Peugeots come with 12 months' Peugeot Assistance – our breakdown assistance service . This covers all incidents involving vehicle-based faults for you and anyone else driving your car with your permission. It is available 24/7, 365 days a year. Peugeot Assistance includes European cover, homestart, roadside assistance, vehicle recovery and a free replacement car or accommodation if required. It can be extended for a further 12 months, or 24

months, and to protect you against non-vehicle faults (such as punctures) at specially discounted rates, by calling 0870 752 7050.

PEUGEOT SERVICE CARE

Peugeot vehicles benefit from extended service intervals of up to 20,000 miles or 2 years (12,000 miles for 1.6 HDi diesel and 2.0 litre 180 bhp petrol engines; 24,000 miles or 2 years on Boxer, 10,000 miles or 1 year on 107). Please refer to the maintenance book for details of the service intervals for specific models and vehicles operating in arduous conditions.

PEUGEOT FINANCIAL SERVICES

Offer a range of flexible finance plans to make owning a new Peugeot easy. As specialists, we will provide choice, convenience and flexibility. Written quotations are available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill RH1 1QA. Over 18's only, a guarantee may be required.

PEUGEOT INSURANCE

Designed for Peugeot to offer tailored cover at a competitive price. In the event of an accident, a Peugeot Approved Accident Repair Centre will repair your car, using Peugeot original parts & offer a courtesy car (subject to availability). Call Peugeot

Insurance for a quote on 0870 0240 206. (8am-8pm weekdays, 9am- 5pm Saturdays. Max call charge from a BT landline is 8p/min. Calls from other networks may vary. Calls may be recorded. Peugeot Insurance is underwritten by UK Insurance Ltd. Conditions apply.

PEUGEOT ACCESSORIES

Peugeot Accessories are designed specifically for each model meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete confidence and peace of mind.

PEUGEOT AND THE ENVIRONMENT

Our website has detail of Peugeot's environmental and recycling policies.

ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features may

not be available in the UK and some photography may feature left hand drive models. As part of a policy of continuous specification improvement, Peugeot

reserves the right to modify specification, options and colours at any time. For full details ask your Peugeot Dealer, or click on www.peugeot.co.uk

Print and photographic processes used in this brochure may alter the depth and tone of the colours shown.

This brochure is not a contractual document or offer of sale. The details in this brochure cannot be reproduced without the expressed authorisation of Peugeot. Issued by: Sales and Marketing Peugeot Motor Company plc Pinley House 2 Sunbeam Way Coventry CV3 1ND. For details of HM Forces tax-free military sales contact: Peugeot Export, 615 Penistone Road, Sheffield, S6 2GA Telephone: 0114 285 6181 Email: peugeot.export@peugeotmail.co.uk www.export.peugeot.co.uk Customers seeking End of Vehicle Life information should call 0845 257 3233 For all other enquiries please call 0845 200 1234 (Calls will be charged at local rate and may be recorded for training or quality purposes).



Created by: bd-ntwk – Editing by : Gutenberg networks – Automobiles Peugeot
B 552 144 503 – Printed in the E.U. – MCP3511 – July 2011

Dealer Stamp

PEUGEOT RECOMMENDS TOTAL

www.peugeot.co.uk